

TOURISM DEVELOPMENT COMMISSION

2020/2021 QUARTER 3 REPORT



EXECUTIVE SUMMARY

With the first signs of spring, Scottsdale's tourism industry also saw the first signs of recovery. Occupancy rates sharply increased in mid-February, and though they never reached pre-pandemic levels, they have remained at their highest since March 2020. With the CDC's new guidance permitting vaccinated Americans to travel, we hope to inspire more people to choose Scottsdale for their getaways in the months ahead.

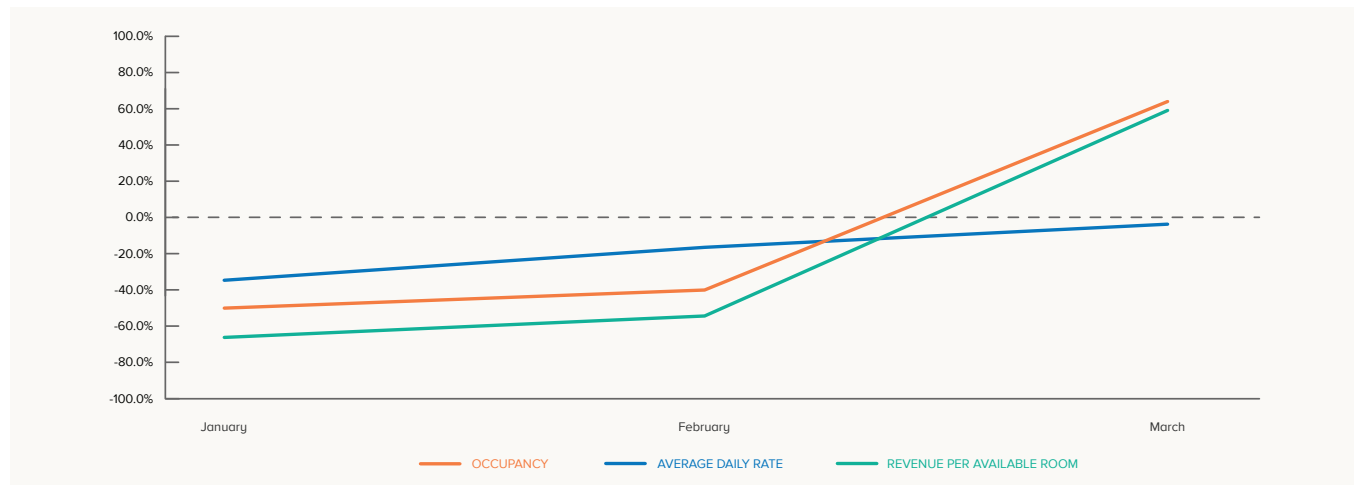
Experience Scottsdale ramped up our promotional efforts as COVID-19 cases declined in the quarter. Our *Extraordinary Moments, Lifelong Memories* campaign launched in January, with our new commercial debuting in April. We hosted journalists with high-end publications like *Travel + Leisure* and *Lonely Planet* for press trips in Scottsdale. And we developed a new monthly webinar series to educate local meeting planners on the destination's opportunities for groups.

The first four months of the year are normally our busiest, so we expect this momentum will slow as we enter the summer need period. In the next quarter, we will launch our annual summer marketing campaign to drive visitation from local and drive markets. Public relations efforts will complement the campaign as we work with bloggers and influencers to promote our summer value season.

Kind regards,

RACHEL SACCO *President & CEO*

YEAR-OVER-YEAR RESORT PERFORMANCE JANUARY – MARCH 2021



The above data is specific to bed tax-paying properties within the city of Scottsdale from hotel research company STR. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

YEAR-TO-DATE PERFORMANCE MEASURES JULY 2020 – MARCH 2021

COMMUNICATIONS	CONVENTION SALES	MARKETING	TOURISM
629 media hits about the Scottsdale market area	691 convention sales leads for Scottsdale market area properties	1,376,116 visitor sessions to ExperienceScottsdale.com and all affiliate sites	1,504 tour program leads and services for Scottsdale market area properties/businesses
90% of annual goal	96% of annual goal	98% of annual goal	107% of annual goal

Performance measures for marketing and tourism were increased after Experience Scottsdale surpassed annual goals for visitor sessions and tour program leads and services in Q2.

QUARTER HIGHLIGHTS JANUARY – MARCH 2021

Experience Scottsdale's communications team hosted a virtual media mission for **8** travel writers who heard from outdoor adventure operators about how to enjoy our unique Sonoran Desert setting.

Our *Extraordinary Moments, Lifelong Memories* campaign microsite, which was promoted in drive markets via social media and digital advertising,* garnered **40,836** page views.

Experience Scottsdale participated in Not Just Travel's podcast to talk about why Scottsdale makes the perfect year-round destination. The episode reached a global audience of travel professionals.

500 meeting professionals joined for the virtual Scottsdale Showcase, during which our team and participating resorts covered the latest happenings in the destination.

Our first familiarization tour for travel professionals since COVID-19 began welcomed **10** advisors specializing in family travel. The group experienced Old Town and the area's outdoor offerings.

Experience Scottsdale worked with event producers to expand a youth soccer tournament planned for Scottsdale Sports Complex in 2022 from 180 teams to 280 teams.

QUARTER SAMPLES JANUARY – MARCH 2021



↑ We unveiled our new destination film, which was produced prior to the pandemic, on [ScottsdaleMoments.com](https://www.ScottsdaleMoments.com) and [ExperienceScottsdale.com](https://www.ExperienceScottsdale.com).

✦ Experience Scottsdale assisted on the article "Three Perfect Days in Arizona" for the February 2021 issue of *Hemispheres* magazine, included on United Airlines flights and mailed to frequent fliers. Two of the "perfect days" were for exploring Scottsdale's desert, dining and culture.



"I want to share a huge amount of thanks for such an amazing trip to Scottsdale. Everything on the itinerary went super smoothly, and every hotel, tour operator and restaurant was prepared for me. I have to say, that doesn't always happen! So, thank you, thank you, thank you!"

– Travel writer who visited Scottsdale following a virtual mission